

U.S. Application Serial No. 10/657,693
Applicant: Higgs

IN THE CLAIMS

Please amend the claims as follows:

20. (amended) A method of promoting sales of goods and/or services at a shopping complex, comprising:

providing a shopping complex under common ownership having a plurality of individual spaces capable of being leased to individual retail tenants;

selecting and causing at least one of said individual retail tenants to occupy and lease at least one of said individual spaces within said shopping complex;

providing a physical microenvironment within said shopping complex comprising a common area having a theme associated with the goods and/or services sold by said at least one of said individual retail tenants, wherein the type of goods and/or services that it sells is/are designed to be associated with the theme of said microenvironment;

conducting or having conducted at least one activity within said microenvironment having entertainment value consistent with said theme designed to have the effect of promoting at least some of the goods and/or services sold by said at least one retail tenant; [and]

wherein the above steps are used to encourage said at least one retail tenant to occupy and lease said at least one space within said shopping complex, which in turn, helps to promote the sales of goods and/or services within said shopping complex; and

wherein said at least one activity is an ongoing activity that is part of the normal ongoing activity of the shopping complex.

21. (original) The method of Claim 20, wherein the activity conducted within said microenvironment enables at least a portion of the goods and/or services offered for sale by said at least one retail tenant to be tried and/or tested by consumers and/or demonstrated in said micro-environment.

22. (canceled) The method of Claim 20, wherein said at least one activity is an ongoing activity that is part of the normal ongoing activity of the shopping complex.

23. (original) The method of Claim 20, wherein said theme relates to at least one of the following:

- a. sports and/or other outdoor activities;
- b. fashion design and/or make-up activities;

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- c. concerts and/or musical activities;
- d. cooking and/or tasting activities.

24. (original) The method of Claim 20, wherein said activity comprises at least one activity taken from the group consisting of the following: a rock climbing wall, a putting green, a golf driving range or net, a wave pool, a wave machine, a skate park, an off-road vehicle course, a simulated skiing machine, a simulated surf machine, a swim exercise pool, an underwater diving tank, an ice skating rink, a basketball court, an exhibition hall, fashion design and make-up activities, concerts or musical activities, and cooking and tasting activities and displays.

25. (original) The method of Claim 20, wherein said activity is a seasonal sport or activity.

26. (original) The method of Claim 20, wherein the method comprises selecting at least two individual retail tenants to occupy and lease at least two spaces within said microenvironment.

27. (original) The method of Claim 26, wherein said at least two retail tenants sell goods and/or services relating to sports and/or other outdoor activities and comprise a store that sells and/or rents sporting goods and a clothing store that sells sports related clothing.

28. (original) The method of Claim 26, wherein said at least two retail tenants sell goods and/or services relating to fashion design and/or makeup activities and comprise a store that sells clothing and another that sells beauty supplies.

29. (original) The method of Claim 26, wherein said at least two retail tenants sell goods and/or services relating to concerts and/or musical activities and comprise a store that sells cd's and/or tapes and another that sells musical instruments.

30. (original) The method of Claim 26, wherein said at least two retail tenants sell goods and/or services relating to cooking and/or tasting activities and comprise a store that sells cookware and another that sells unique foods.

31. (original) The method of Claim 20, wherein more than one microenvironment is developed within said shopping complex, and wherein the themes of the two microenvironments relate to any two of the following:

- a. sports and/or other outdoor activities;

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- b. fashion design and/or make-up activities;
- c. concerts and/or musical activities;
- d. cooking and/or tasting activities.

32. (amended) A method of promoting sales of goods and/or services within a shopping complex, comprising:

providing a shopping complex under common ownership having a plurality of individual spaces capable of being leased to individual retail tenants;

providing a physical microenvironment within said shopping complex, wherein said microenvironment has a theme relating to sports and/or outdoor activities and comprises a common area accessible to customers of said shopping complex;

selecting and causing at least one retail tenant to occupy and lease at least one space within said microenvironment, wherein the type of goods and/or services that it sells are designed to be associated with the theme of said microenvironment;

conducting or having conducted at least one activity within said microenvironment having entertainment value consistent with said theme designed to have the effect of promoting goods and/or services sold by said at least one retail tenant located within said microenvironment; and

~~[wherein the above steps are used to encourage said at least one retail tenant to occupy and lease said at least one space within said shopping complex, which in turn, helps to promote the sales of goods and/or services within said shopping complex]~~

wherein said at least one activity is an ongoing activity that is part of the normal ongoing activity of the shopping complex.

33. (original) The method of Claim 32, wherein said at least one activity conducted within said microenvironment enables at least a portion of the goods and/or services offered for sale by said at least one retail tenant to be tried and/or tested by consumers and/or demonstrated in said micro-environment.

34. (cancelled) The method of Claim 32, wherein said at least one activity is an ongoing activity that is part of the normal ongoing activity of the shopping complex.

35. (original) The method of Claim 32, wherein said at least one activity comprises at least one activity taken from the group consisting of the following: a rock climbing wall, a putting green, a golf driving range or net, a wave pool, a wave machine, a skate

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park, an off-road vehicle course, a simulated skiing machine, a simulated surf machine, a swim exercise pool, an underwater diving tank, an ice skating rink, and a basketball court.

36. (original) The method of Claim 32, wherein said at least one activity is a seasonal sport or activity.

37. (original) The method of Claim 32, wherein the method comprises selecting at least two individual retail tenants to occupy and lease at least two spaces within said microenvironment, such that the theme and said at least one activity conducted within said microenvironment have the effect of promoting the goods and/or services sold by said at least two retail tenants located within said microenvironment.

38. (original) The method of Claim 37, wherein said at least two retail tenants comprise at least one store that sells and/or rents goods relating to sports and/or outdoor activities, and another that sells sports related clothing.

39. (original) The method of Claim 32, wherein more than one microenvironment is developed within said shopping complex, and wherein the theme of the other microenvironment relates to one of the following:

- a. fashion design and/or make-up activities;
- b. concerts and/or musical activities;
- c. cooking and/or tasting activities.